

CULTURAL QUARTER PROJECT

REPORT #1

BROADWAY SITE



LITTLE TOKYO SITE

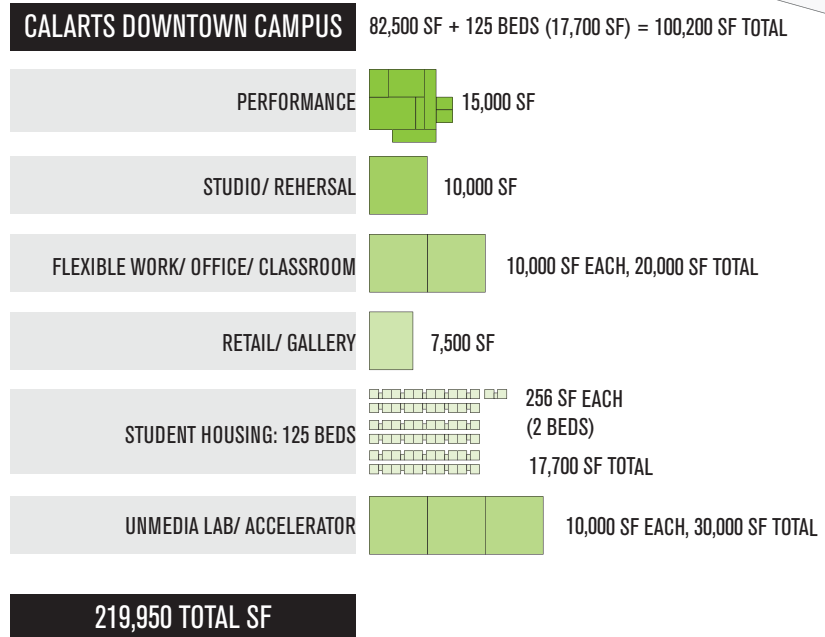
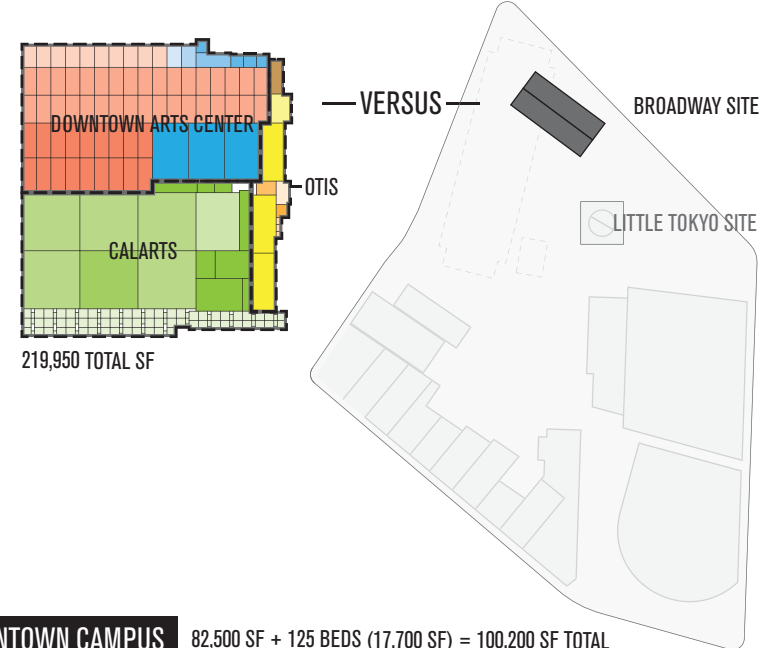
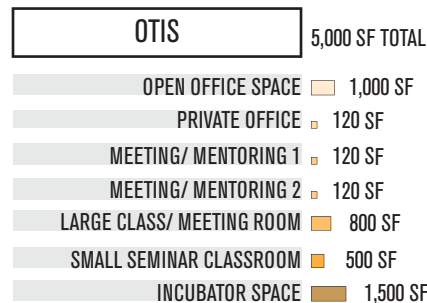
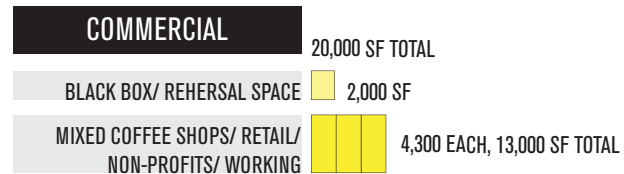
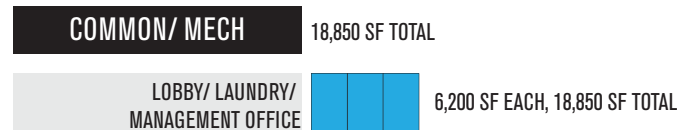
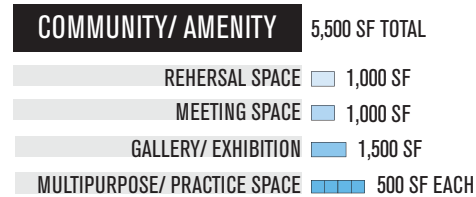
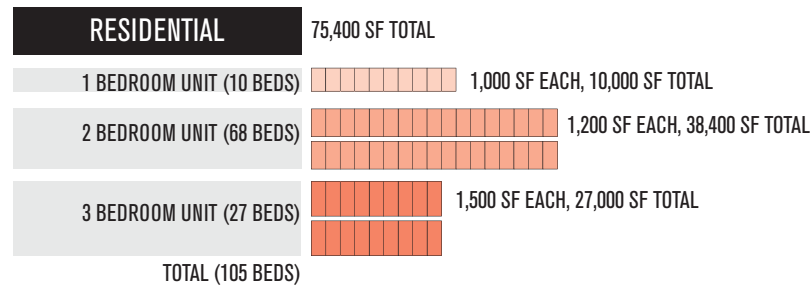


HOLLYWOOD SITE

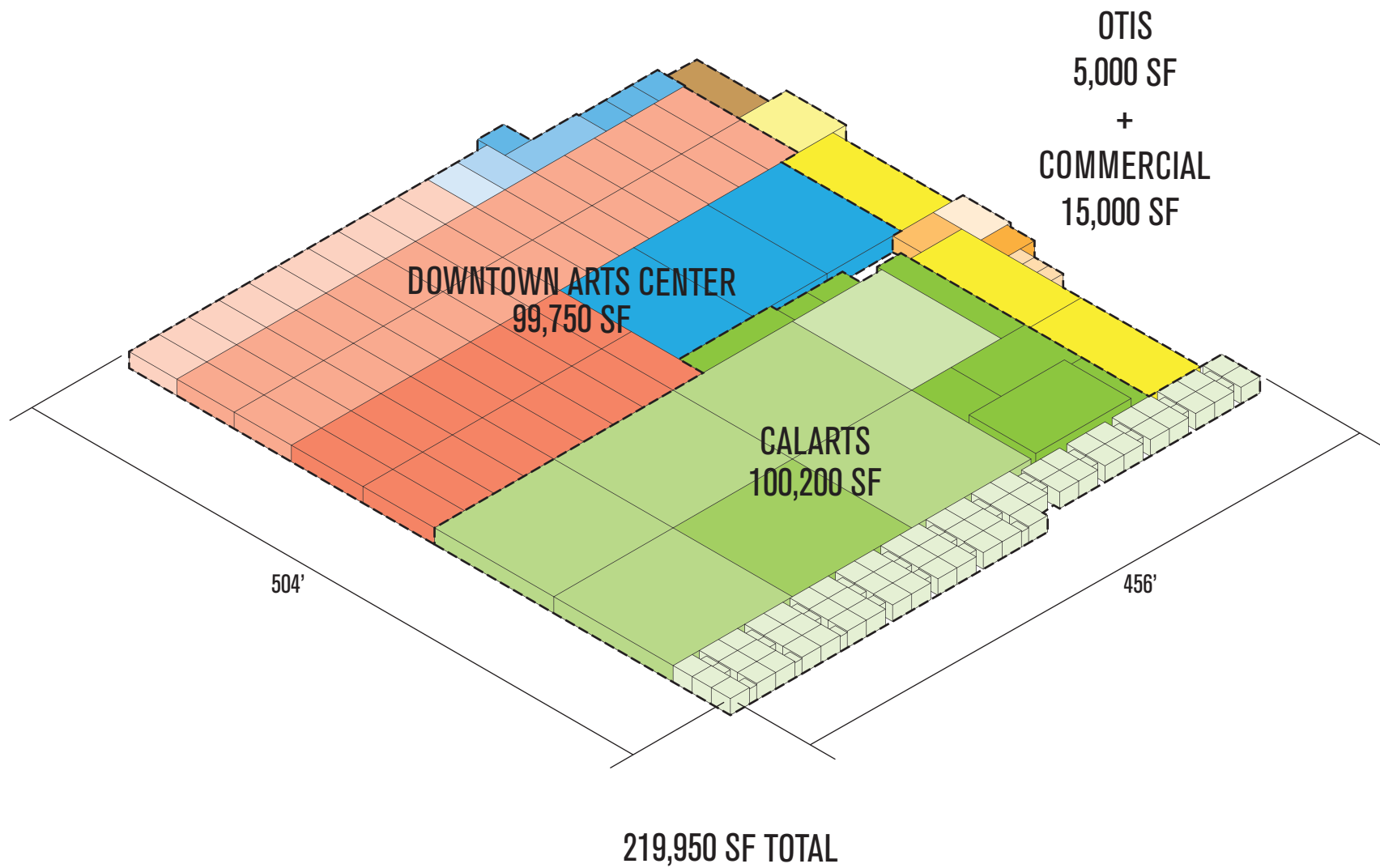


**DOWNTOWN CULTURAL QUARTER
BROADWAY STUDY
8.13.13**

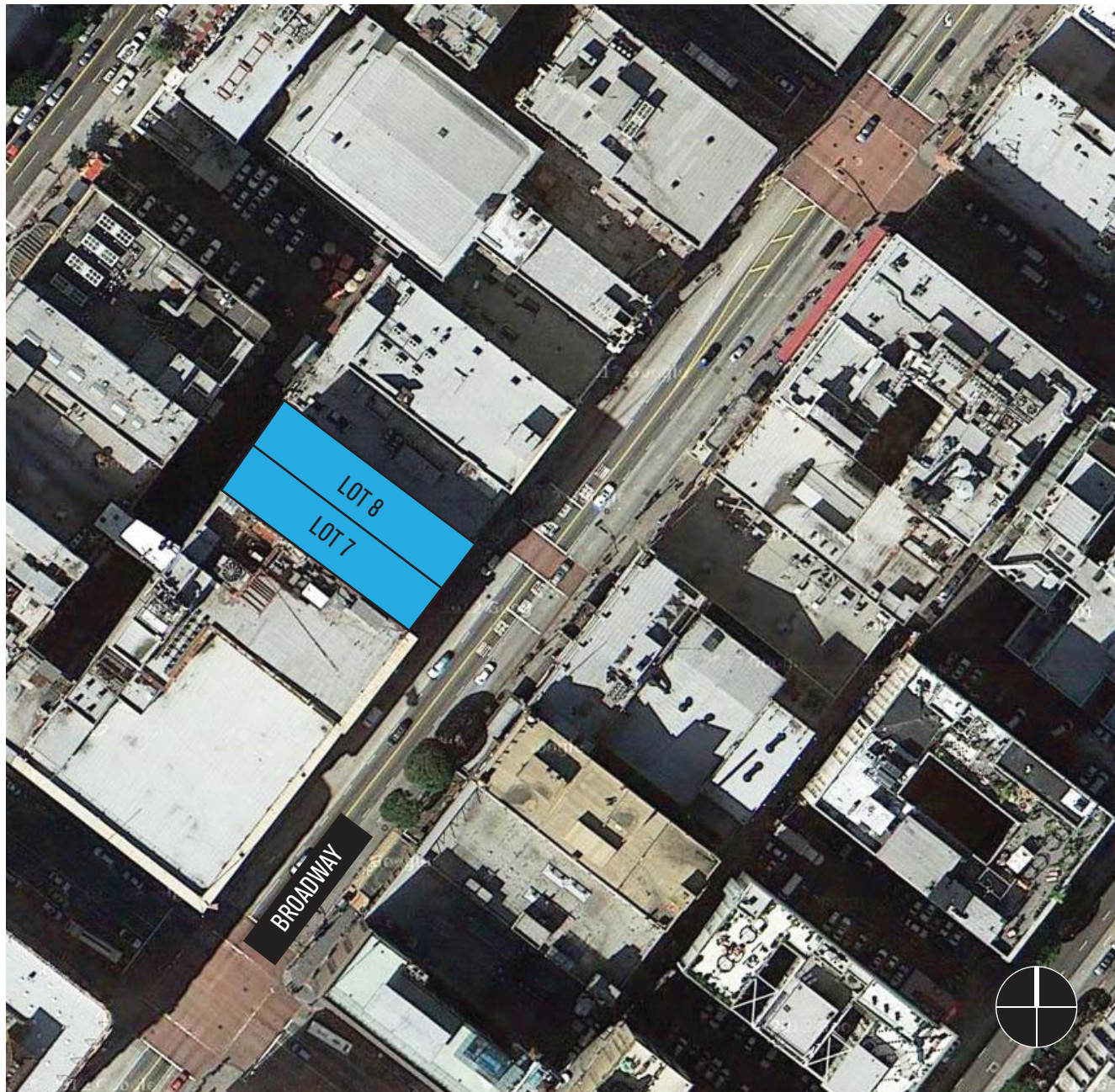
PROGRAM AREAS IN COMPARISON TO SITE



PROGRAM AREA



ALL ON BROADWAY



DATA

ZONE	C5
HEIGHT DISTRICT	4D
MAXIMUM HEIGHT	UNLIMITED
FLOOR AREA RATIO	13:1

LOT 7

ADDRESS	633 BROADWAY
ADDRESS	631 BROADWAY
DIMENSION	35.48' x 149.40'
AREA	5,298.4 SF

LOT 8

ADDRESS	629 BROADWAY
ADDRESS	627 BROADWAY
DIMENSION	35.48' x 149.40'
AREA	5,298.2 SF

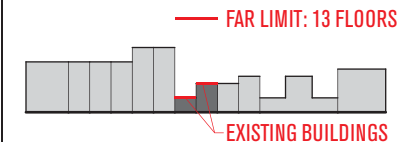
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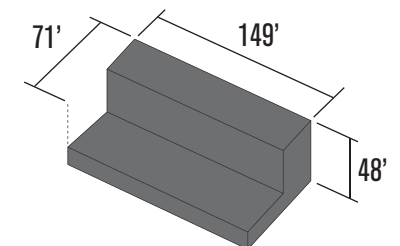
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SITE SQUARE FOOTAGE	10,596.6 SF

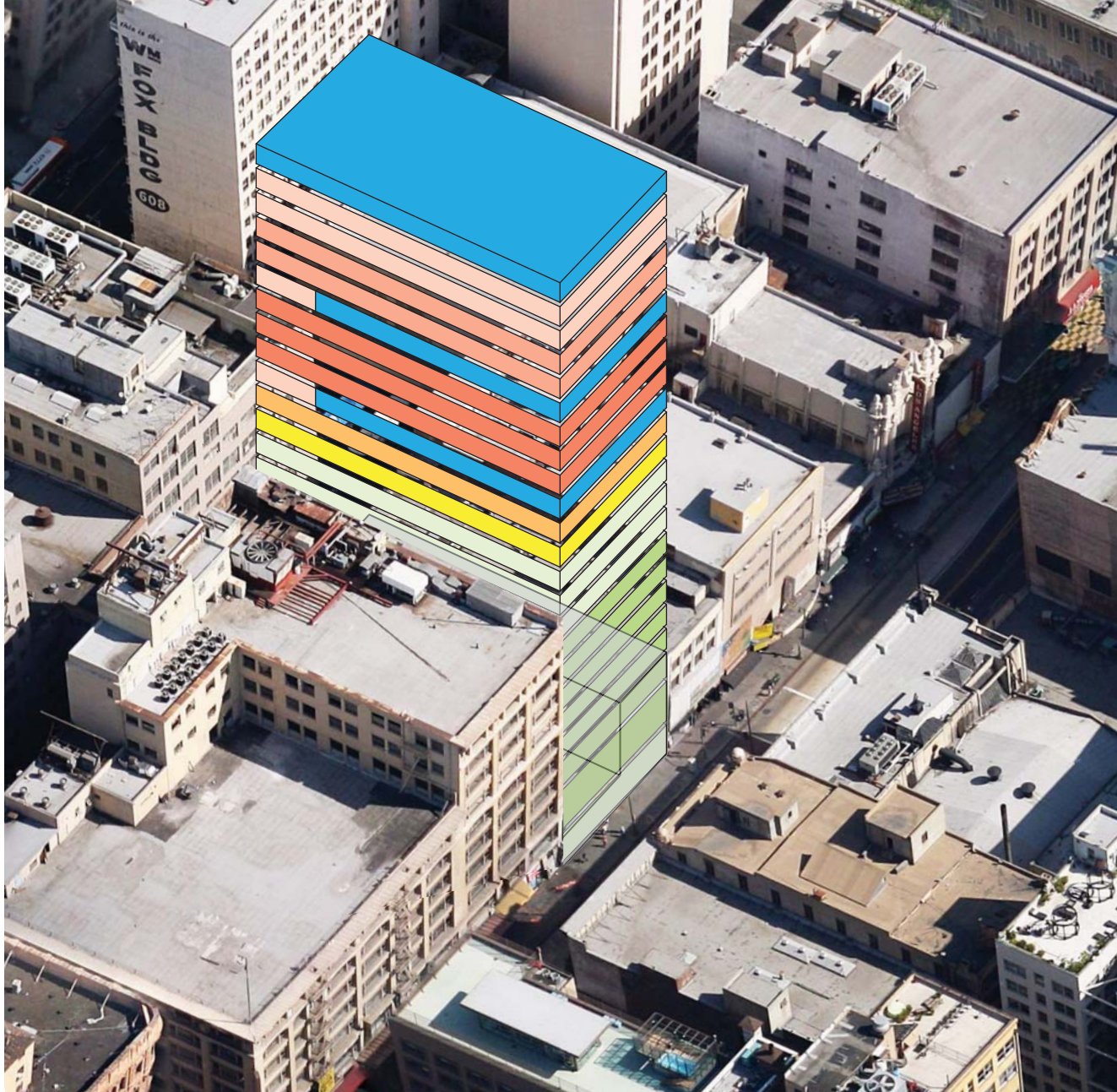
TOTAL ALLOWABLE PROJECT AREA	137,755.8 SF (62.6% OF DESIRED AREA)
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BROADWAY ELEVATION 1 & 4 FLOORS



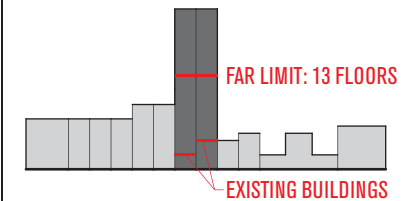
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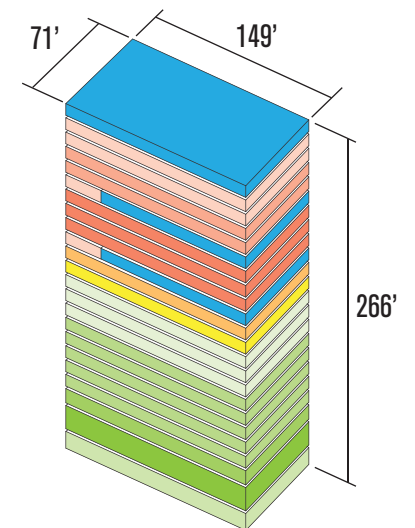
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BROADWAY ELEVATION 23 FLOORS



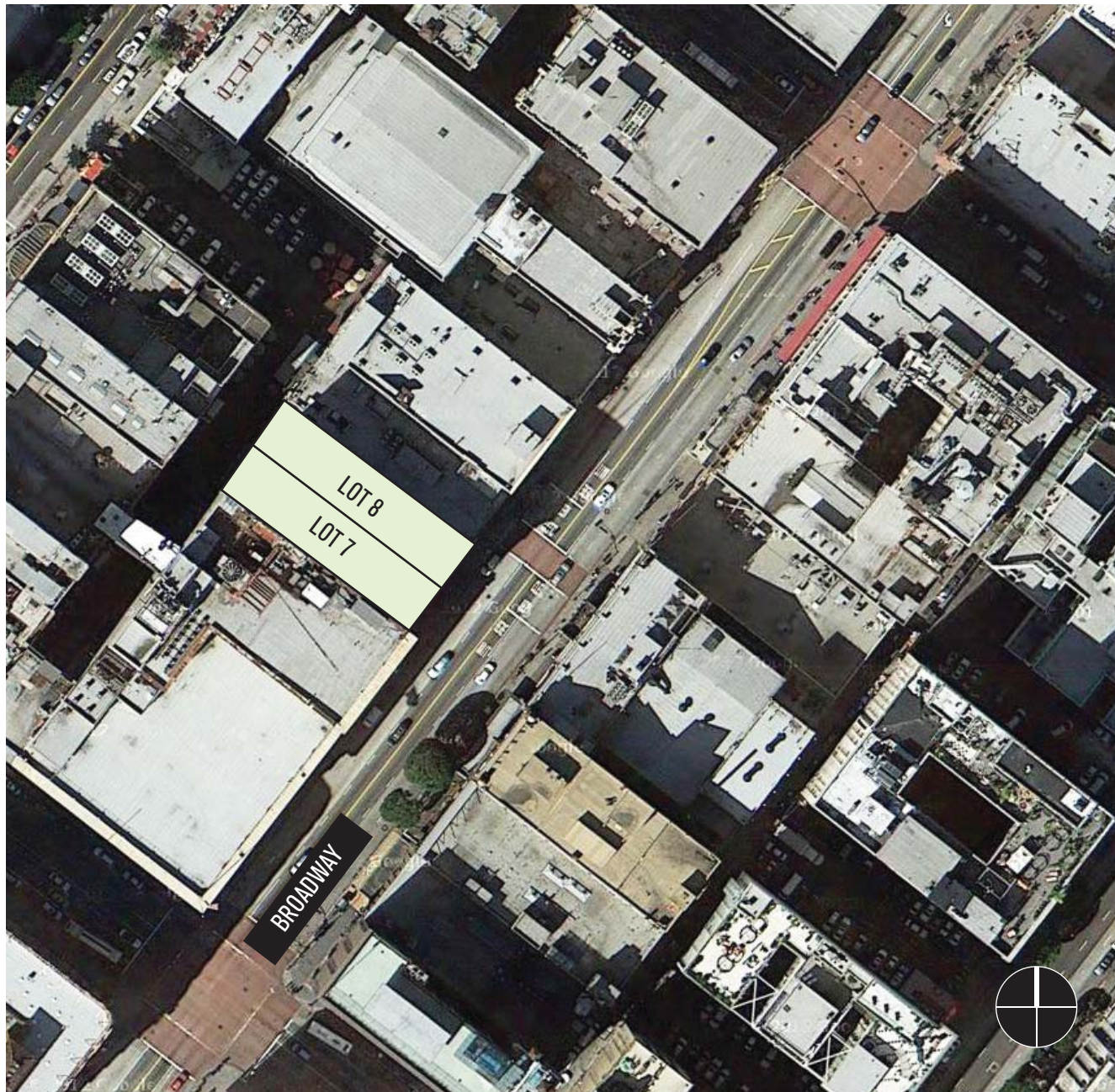
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CALARTS ON BROADWAY



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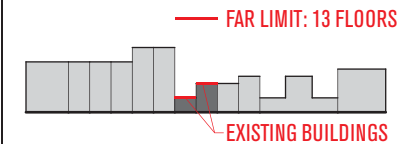
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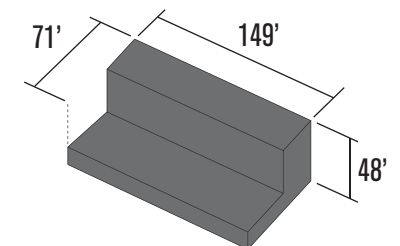
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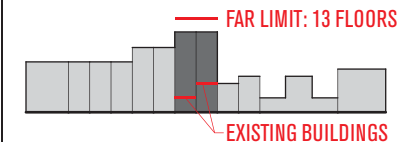
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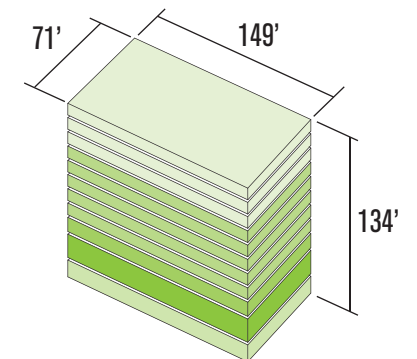
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BROADWAY ELEVATION 11 FLOORS



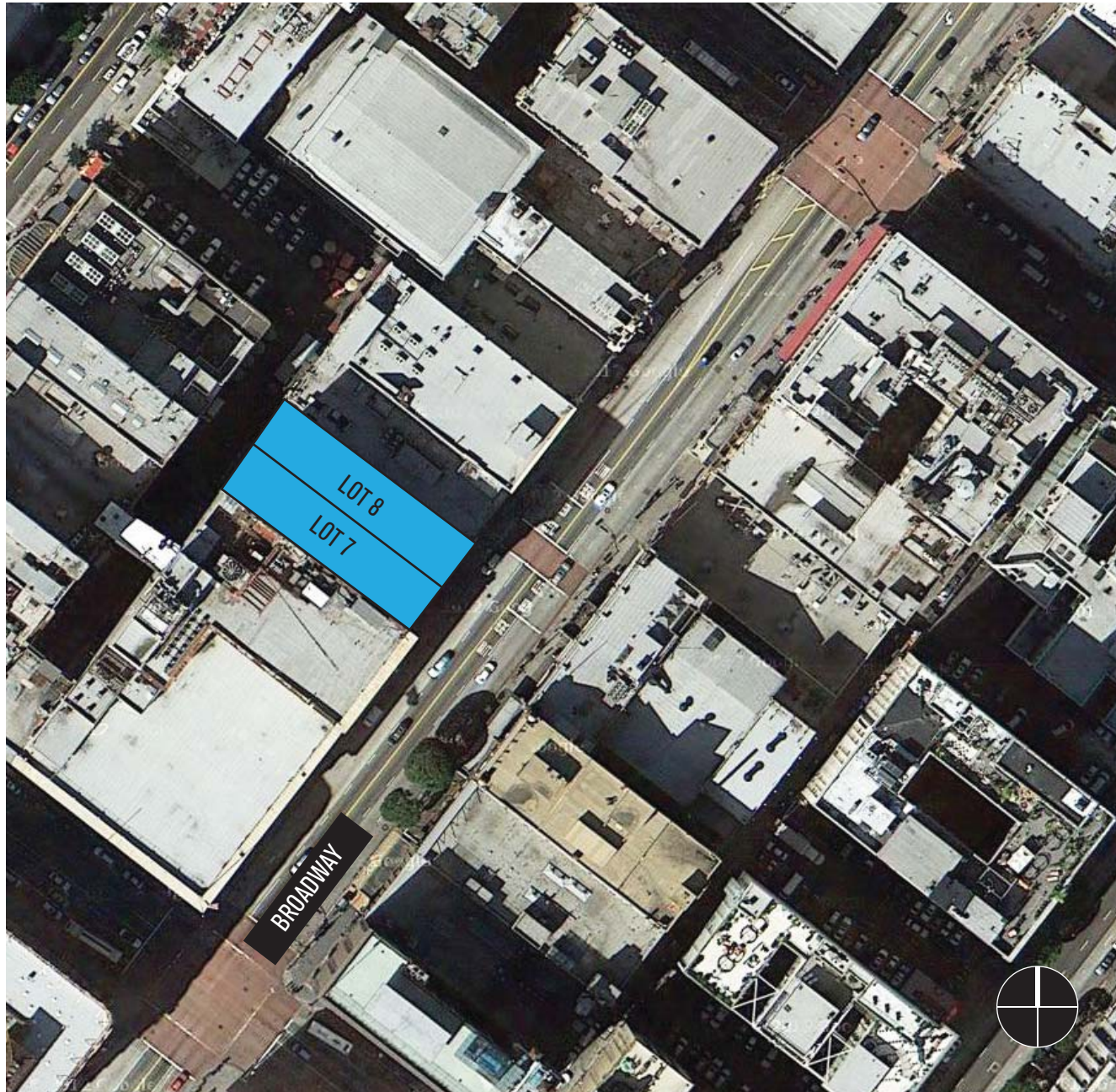
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BROADWAY ARTS CENTER & OTIS ON BROADWAY



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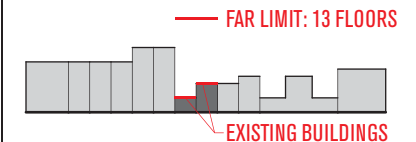
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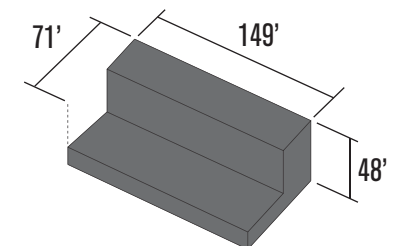
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BROADWAY ELEVATION 1 & 4 FLOORS



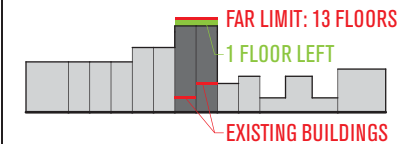
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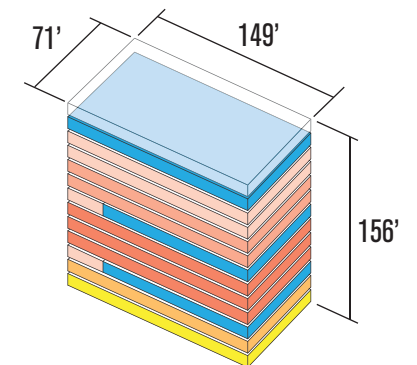
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BROADWAY ELEVATION	12 FLOORS + 1 FLOOR LEFT
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TO MAX OUT FAR
+ 16 BEDS TO BAC
(121 TOTAL BEDS)
OR
+ 10,600 SF TO OTIS



BROADWAY ARTS CENTER & OTIS ON BROADWAY



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CITY OF LOS ANGELES DOWNTOWN CULTURAL QUARTER 12.17.13



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles



 City of Los Angeles
Department of City Planning



 urban design studio

The Actors Fund,
for everyone
in entertainment.

artspace



CaLARTS

LISC
Los Angeles



LOS ANGELES: AMERICA'S CREATIVE CAPITAL



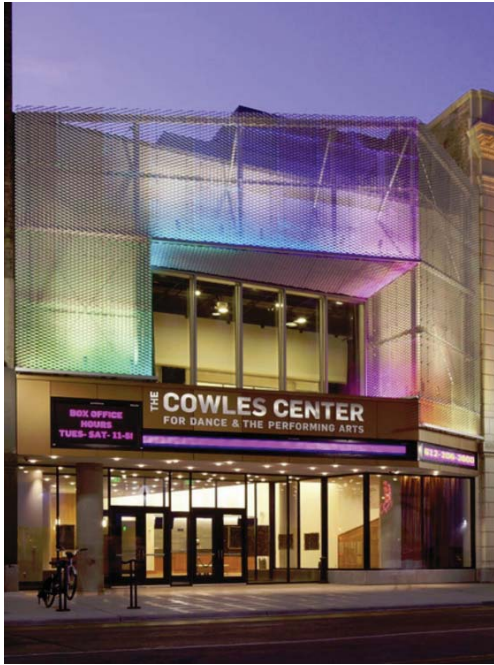
- More artists than any other community in America
- Creative sector is 4th largest (out of 66 sectors)
- \$206 billion in economic activity in LA County, per Otis College 2012 Report on the Creative Economy
- \$3.3 billion in annual State and Municipal tax revenue
- Artists and Creative Professionals include performing arts, visual arts, arts education instructors, and others
- More than film and TV: fashion, design, games, and fine arts

THE DOWNTOWN CULTURAL QUARTER GOALS



- Create a sustainable arts center blending affordable housing, studio and incubator space for low-income artists and their families, and creative enterprise start-ups.
- Use this affordable space to catalyze workforce training, job creation, and economic growth across LA's creative sector.
- Develop site in coordination with CalArts, the Otis College of Art and Design, and SCI-Arc.
- Provide a sustainable demonstration project that spurs complementary efforts to build local capacity for future projects.

A GET IT DONE, NON-PROFIT DEVELOPMENT TEAM



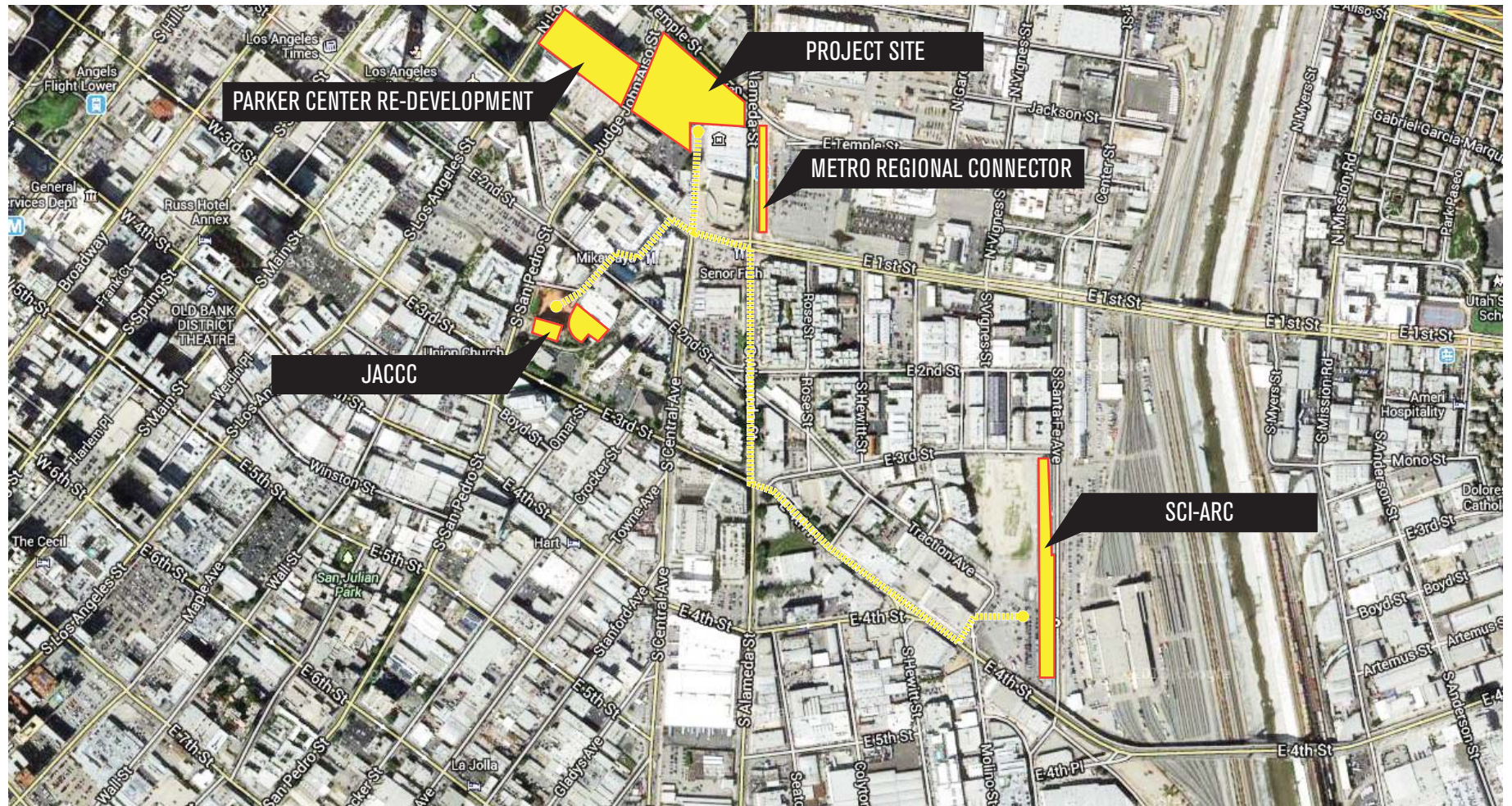
ARTSPACE PROJECTS

- 33 completed projects from coast-to-coast
- \$500+ million portfolio of arts facilities
- Projects in development from Honolulu to New York City

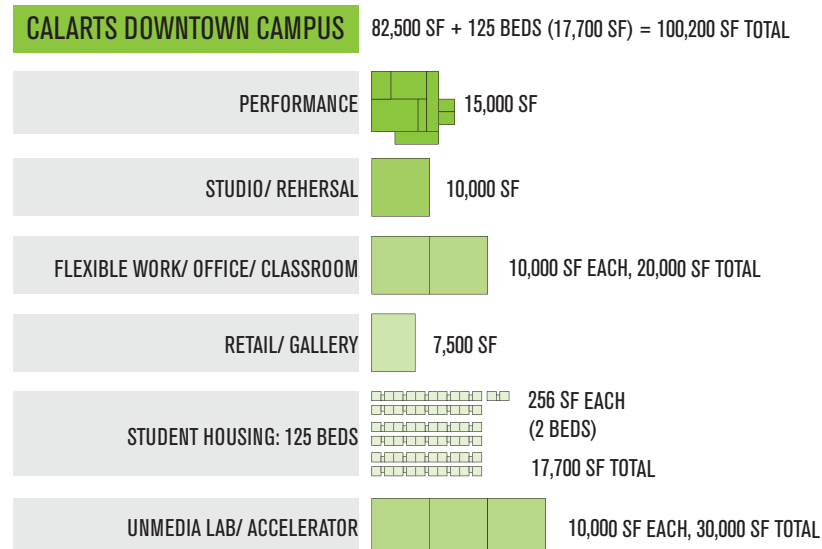
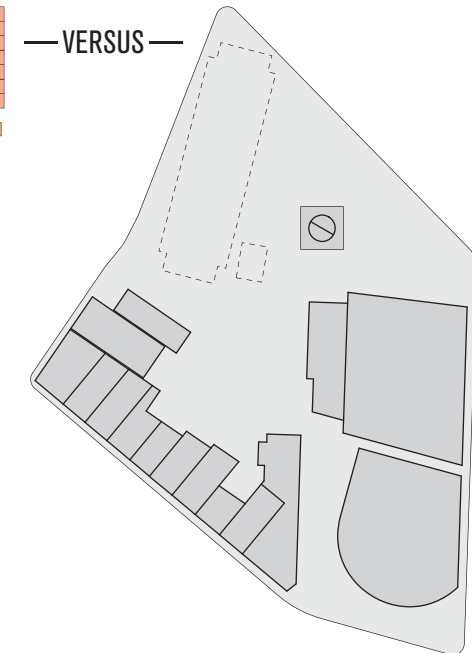
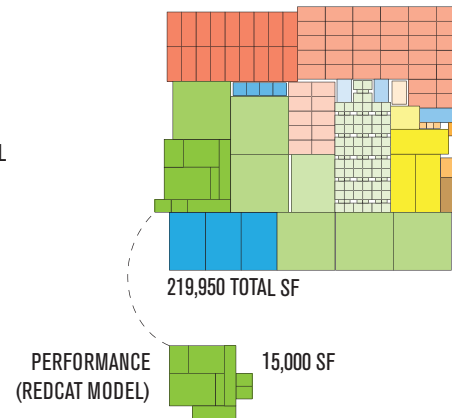
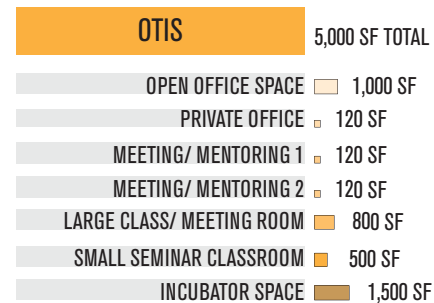
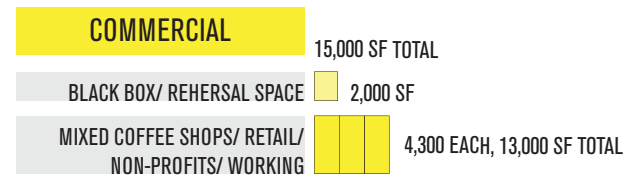
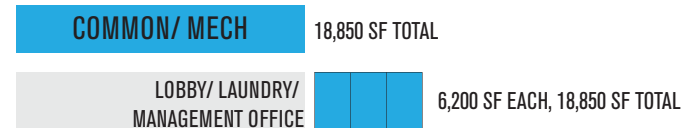
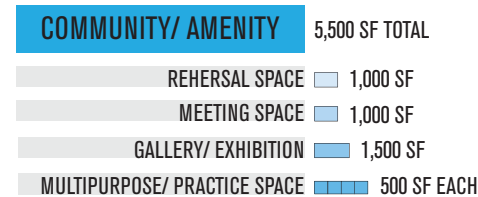
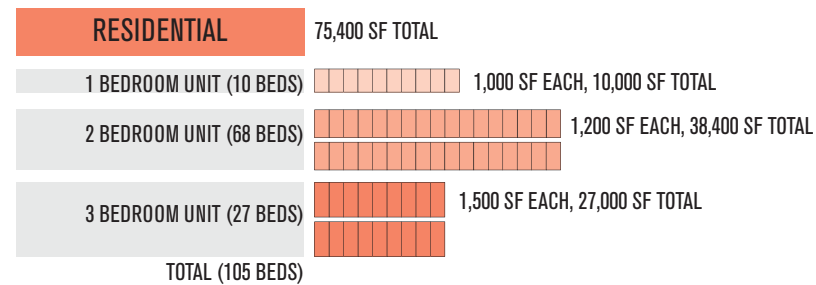
THE ACTORS FUND

- Supporting performing arts professionals since 1882
- Artist housing projects in Manhattan, Brooklyn, West Hollywood, and New Jersey

LARGER CONTEXT

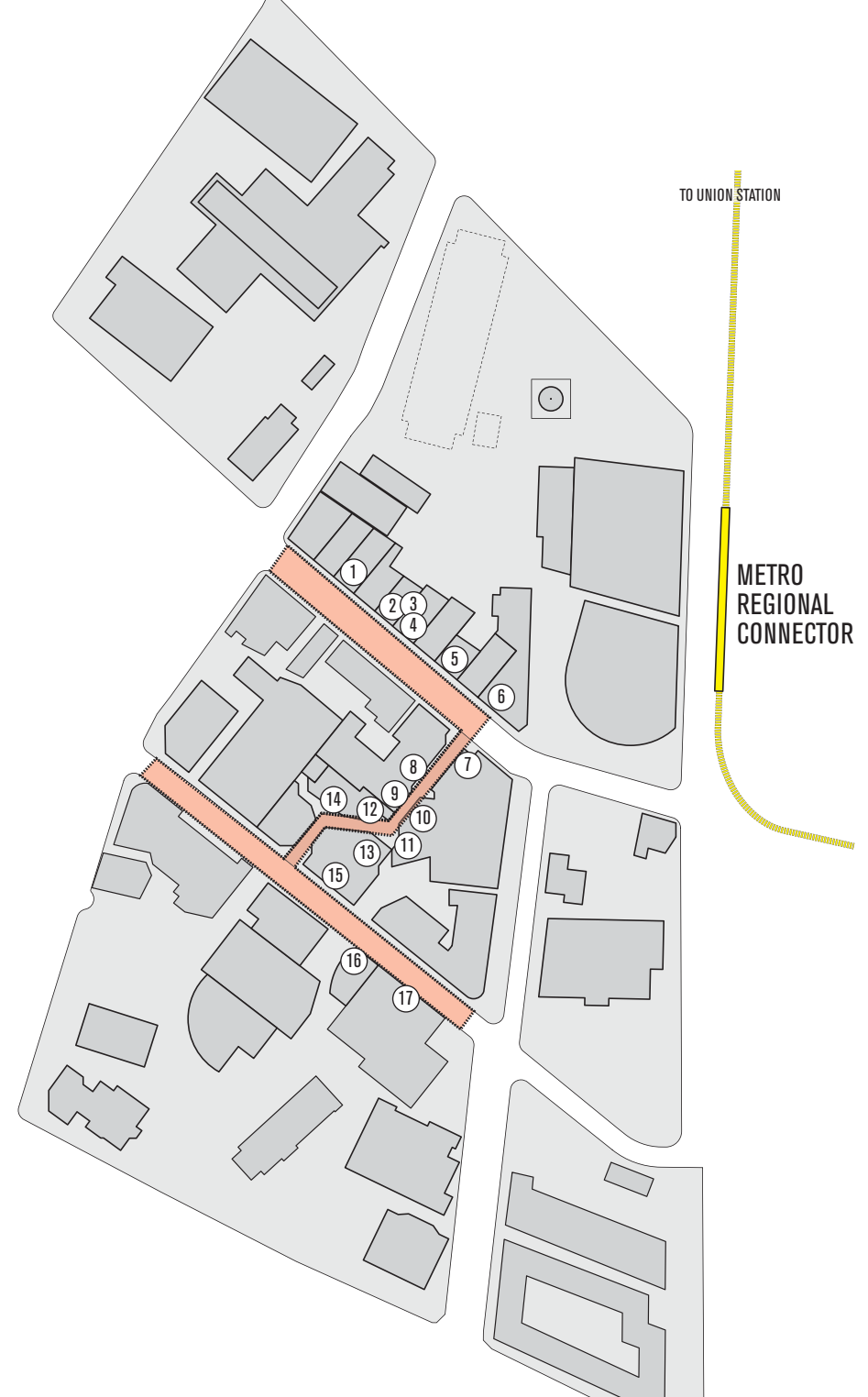


PROGRAM AREAS IN COMPARISON TO SITE

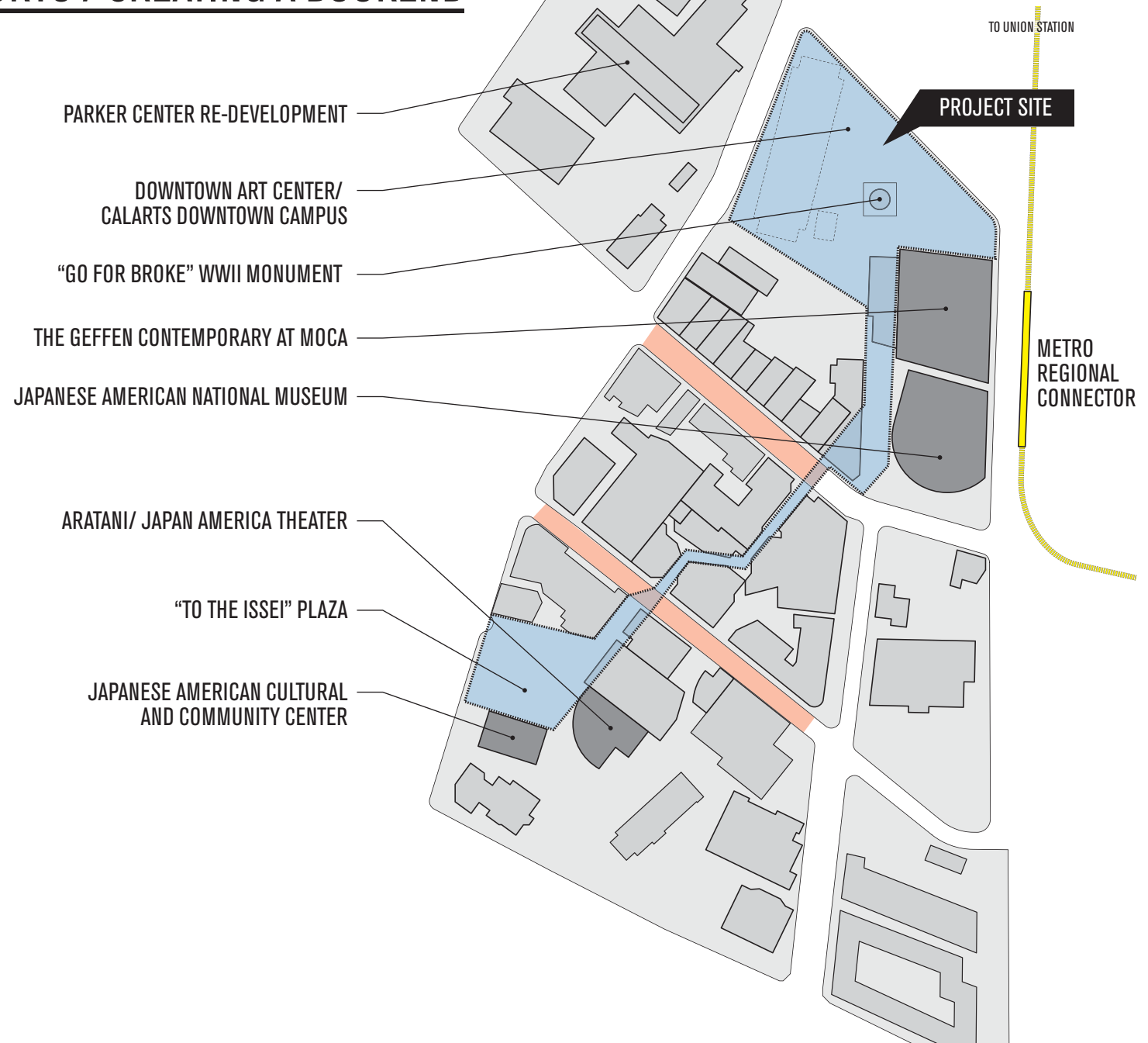


BUSINESS IN LITTLE TOKYO

- FUGETSU-DO BAKERY SHOP ①
- DAIKOKUYA ②
- FAT SPOON ③
- SUEHIRO CAFE ④
- MR RAMEN ⑤
- TOSHI SUSHI ⑥
- OOMASA ⑦
- FRYING FISH ⑧
- CAFE DULCE ⑨
- JOY MART ⑩
- MIKAWAYA ⑪
- OIWAKE ⑫
- NIJIYA MARKET ⑬
- SHABU SHABU HOUSE ⑭
- HAMA SUSHI ⑮
- EBISU JAPANESE TAVERN ⑯
- MATSUMOTO'S 2ND STREET JAZZ ⑰
- + MORE

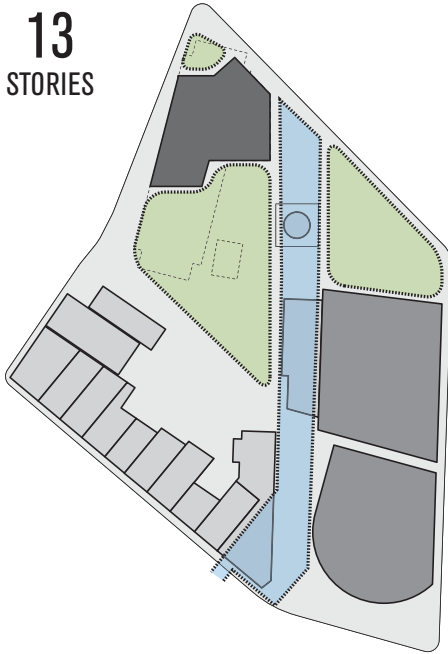


EXTENDING LITTLE TOKYO / CREATING A BOOKEND



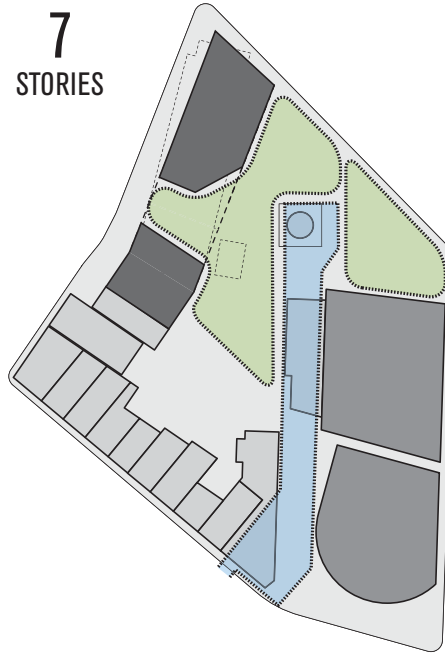
STRATEGY I:

13
STORIES



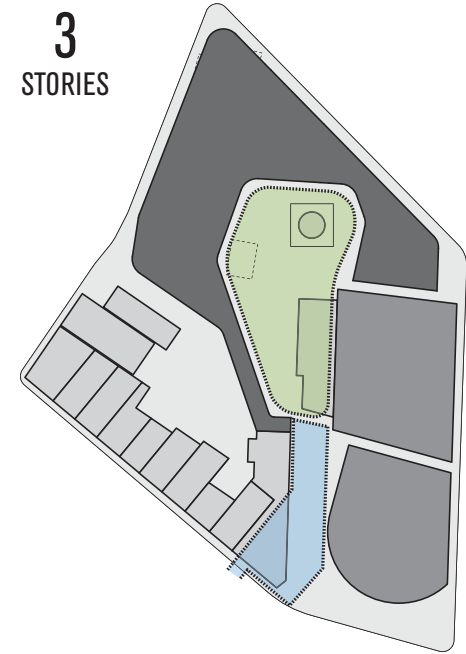
STRATEGY II:

7
STORIES

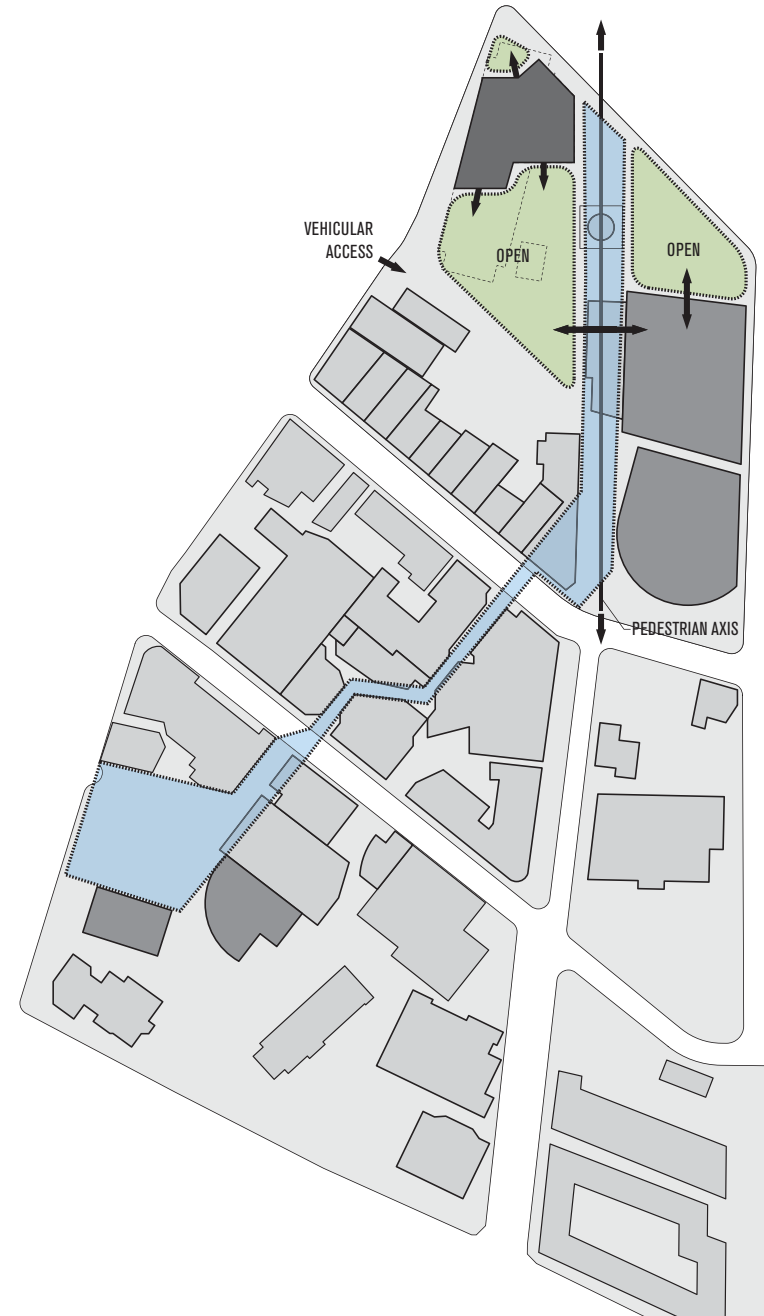


STRATEGY III:

3
STORIES



STRATEGY I: CONDENSED HIGH RISE

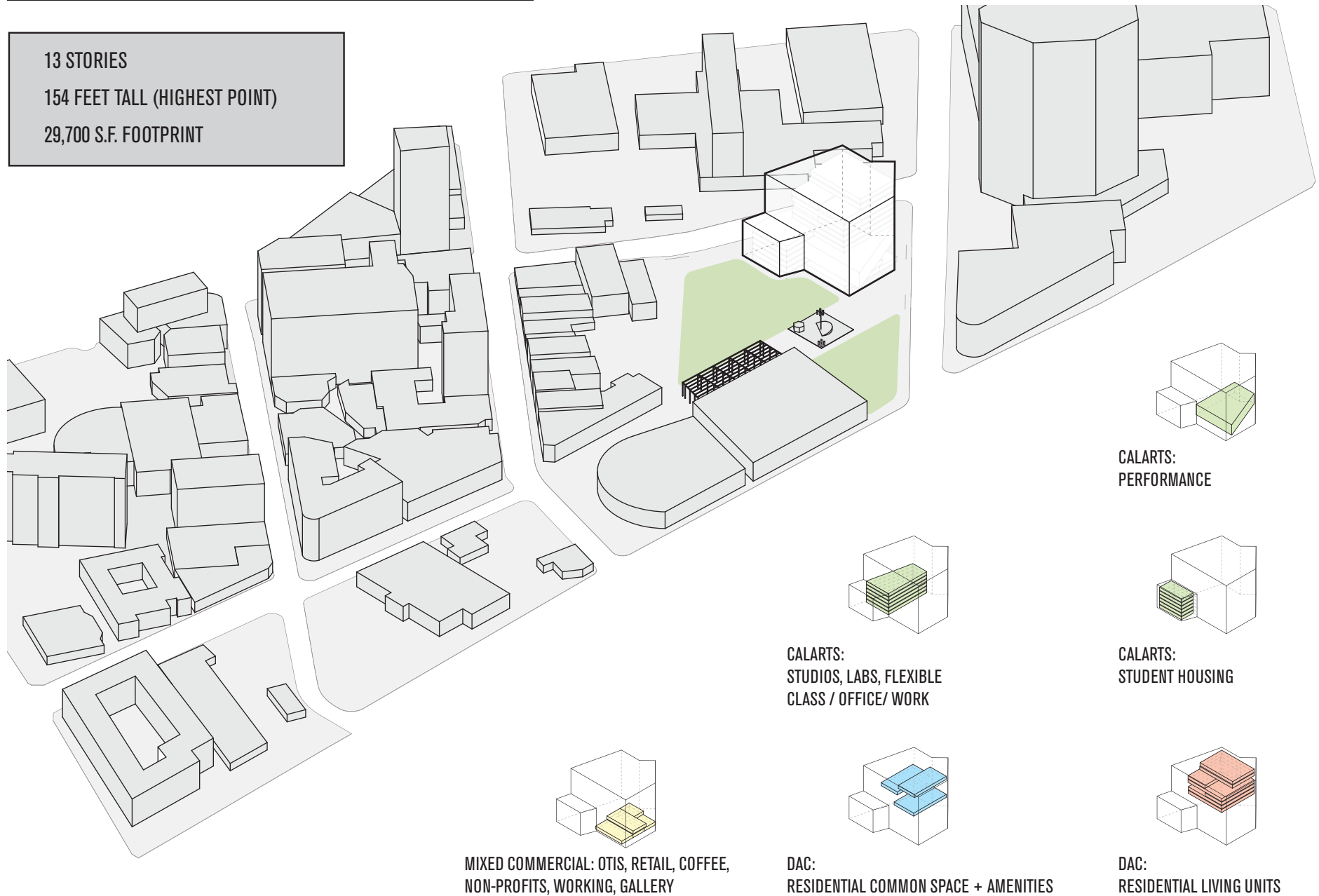


STRATEGY I: CONDENSED HIGH RISE

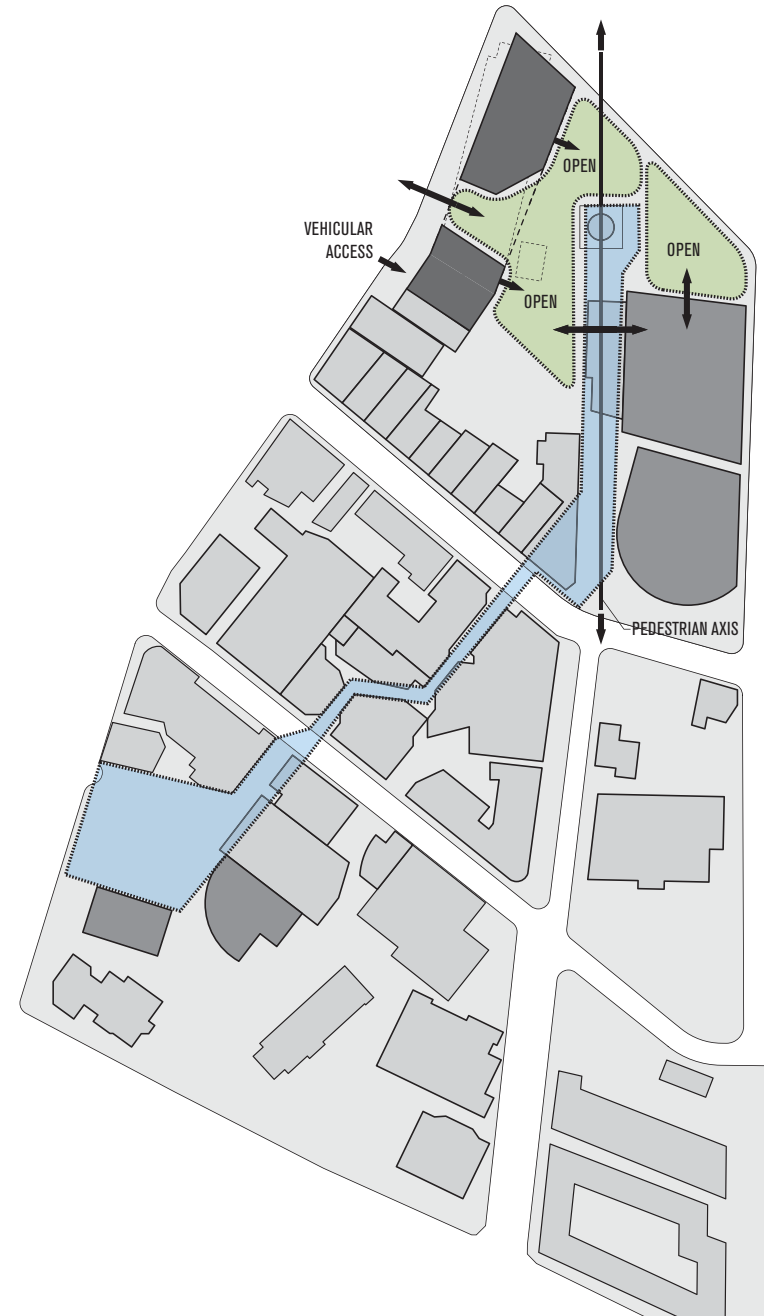
13 STORIES

154 FEET TALL (HIGHEST POINT)

29,700 S.F. FOOTPRINT



STRATEGY II: SEMI-CONDENSED PEDESTALS WITH BRIDGE

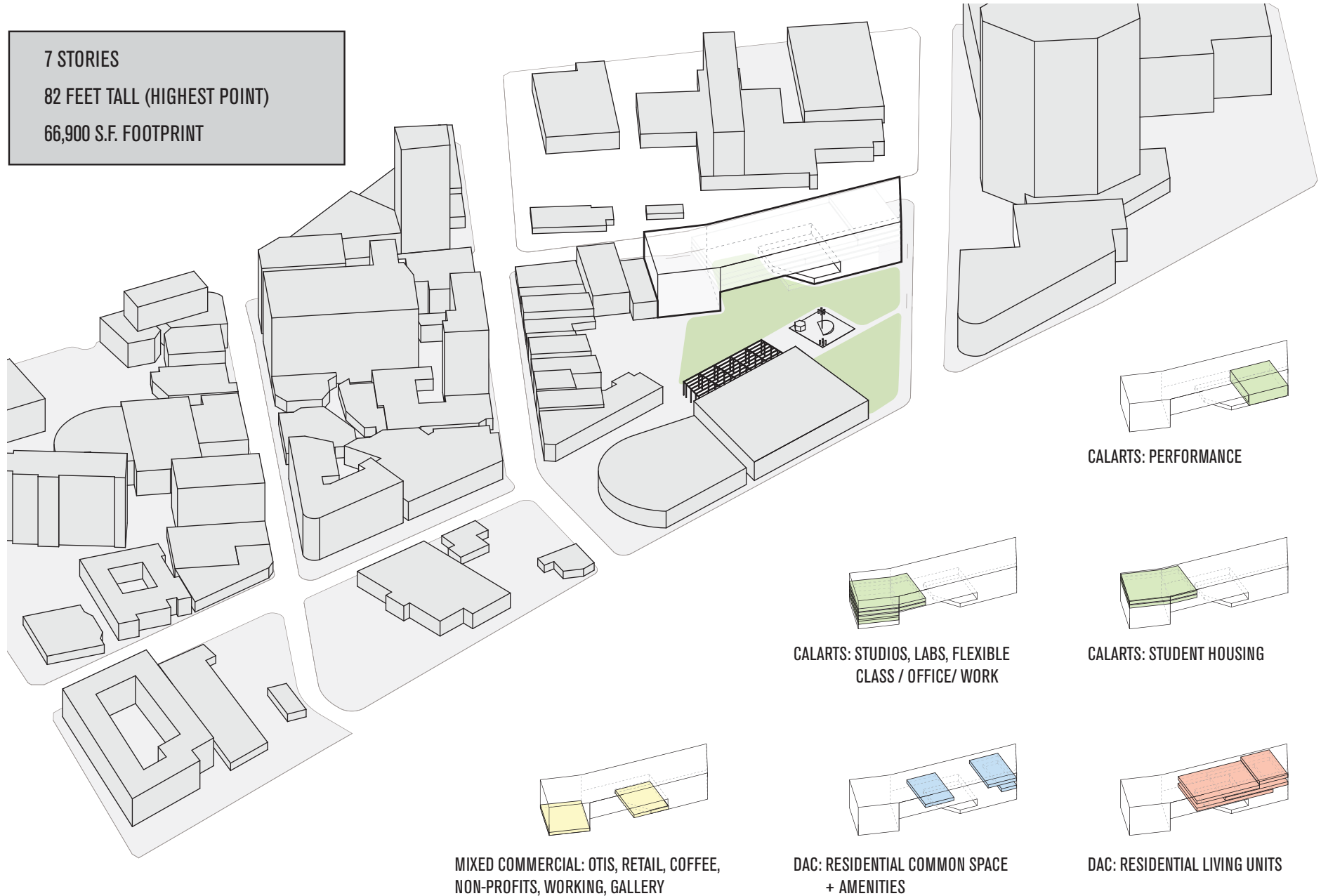


STRATEGY II: SEMI-CONDENSED PEDESTALS WITH BRIDGE

7 STORIES

82 FEET TALL (HIGHEST POINT)

66,900 S.F. FOOTPRINT



STRATEGY III: EXPANDED URBAN COLLECTOR

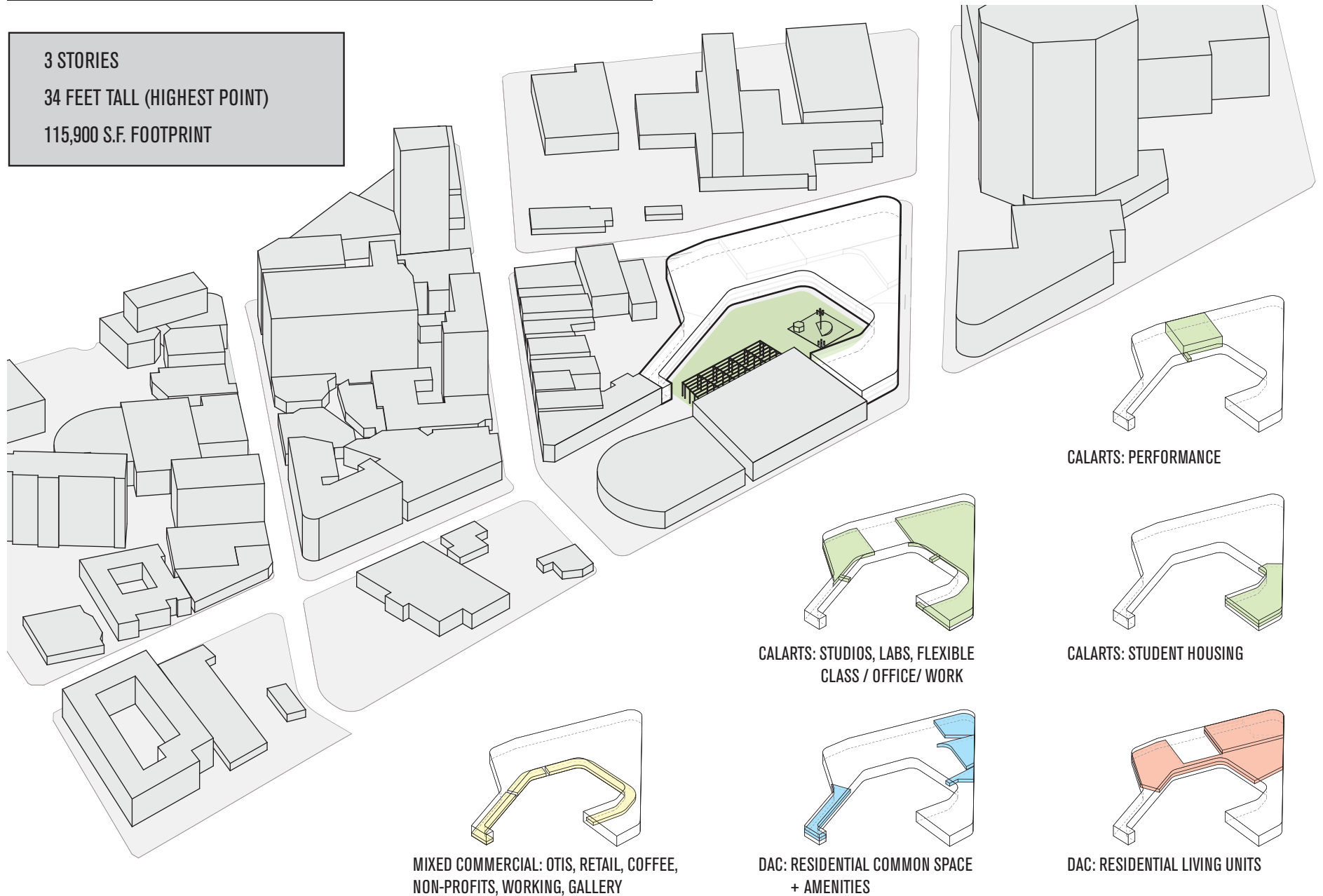


STRATEGY III: EXPANDED URBAN COLLECTOR

3 STORIES

34 FEET TALL (HIGHEST POINT)

115,900 S.F. FOOTPRINT



THIRD PARTY TESTED OUTCOMES (METRIS ARTS CONSULTING)



BENEFITS FOR ARTISTS

- Improved collaboration, production, recognition, and income

BENEFITS FOR COMMUNITIES

- Bringing vacant and/or underutilized spaces back onto the tax rolls and boosting area property values
- Fostering public safety and livability without gentrification-led displacement
- Attracting additional artists, creative businesses, and complementary businesses to the area
- Expanding public access to art

SUSTAINABILITY

- Affordable rents – not annual fundraising – cover on-going operational costs

CASE STUDY: THE TANNERY ARTSPACE LOFTS IN SANTA CRUZ (DEVELOPED BY ARTSPACE)



- Reclaimed, highly polluted historic tannery site
- \$43 million redevelopment
- 100 units of affordable live/work space for artist families
- 28 studio spaces for creative businesses

“The construction of the project has generated hundreds of local jobs and will benefit our community for decades to come. The Tannery Arts Center is the culmination of years of effort by many community stakeholders working together to realize a vision to preserve and support the rich cultural and artistic heritage that makes Santa Cruz unique.”

— Bonnie Lipscomb, Economic Development Director, City of Santa Cruz

CASE STUDY: THE SCHERMERHORN IN BROOKLYN, NY (ACTORS FUND & COMMON GROUND)



- Anchor for a rapidly growing cultural district
- \$59 million development
- 216 affordable units for formerly homeless individuals and low-income workers, with a preference for performing arts and entertainment professionals
- 2,000 square foot black box theater
- Brooklyn Ballet in residence

“Brooklyn is the ‘Creative Capital of New York City’ and the Brooklyn Ballet’s new headquarters in the innovative Schermerhorn House will add yet another jewel to the Downtown Brooklyn Cultural Corridor—a ‘cultural economy’ extending from Court Street to the BAM Cultural District that is a major job generator for our borough.”

— Marty Markowitz, Brooklyn Borough President

CASE STUDY: PS 109 IN EAST HARLEM, NY (DEVELOPED BY ARTSPACE)



- Reclaimed vacant historic school building
- \$52 million development
- 500 design and construction related jobs
- 90 units of affordable live/work space for artist families
- 12,000 square feet of community space

“Just take a look at Artspace. They create spaces – affordable, sustainable spaces – for artists and arts organizations, and in return, those artists and arts organizations put down roots and become an integral part of the community. Art is created, absolutely. But so are jobs, safer streets, sustainable development and a more cohesive society.”

— Rocco Landesman, former Chair, the National Endowment for the Arts

PUBLIC BENEFITS



- Concentration of jobs and housing near transit
- Easing pressure on local housing market
- Permanently affordable housing in a rapidly gentrifying area
- Critical infrastructure for LA's booming creative economy
- Expand higher education opportunities in downtown
- Capacity to catalyze positive, complementary development
- Influx of tourists, residents, and students who will spend money locally, increase neighborhood vibrancy, and patronize area arts institutions

ECONOMIC IMPACT - SHORT TERM



- Residential and creative commercial component estimated \$40 million capital project
- CalArts Campus estimated \$35 million capital project
- **Total investment in community = \$75 million development budget**
- **500+ design and construction jobs to be created**

* Emerson College, Hollywood: 120,000 gross sq ft; 10 stories tall

ECONOMIC IMPACT - LONG TERM



- Affordable infrastructure for 60 micro-businesses
- Otis College of Art and Design incubator space for emerging creative enterprises
- Permanent affordable housing targeting artists and creative community
- CalArts campus will provide lasting economic benefits to the City
- CalArts will provide professional development for future creative workforce
- Respect and nurture cultural identity of the community
- Downtown Cultural Quarter will brand the area as a destination and have a catalytic effect on the community

QUESTIONS & DISCUSSION

"Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired."

— Ann Markusen, Markusen Economic Research Services

ADDENDUM

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SCALE 1" = 100'

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BK. 5173

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Hollywood Arts Center



artspace

The **Actors Fund**,
for everyone
in entertainment.

MCCORMACK
BARON
SALAZAR

m o r p h o s i s

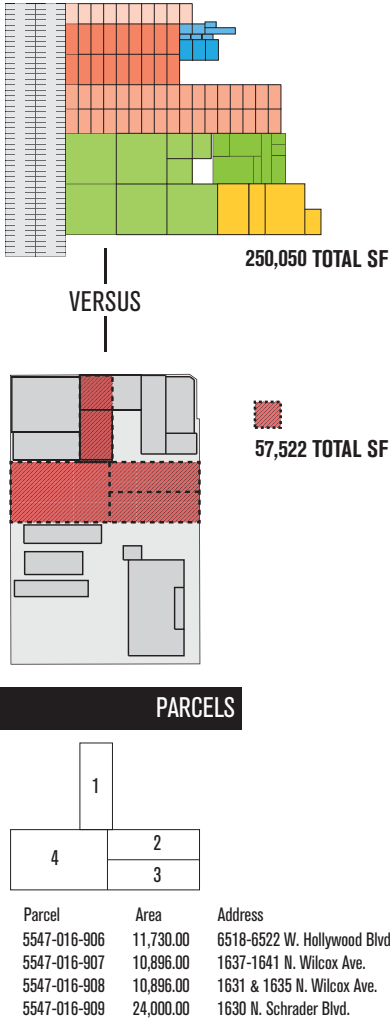
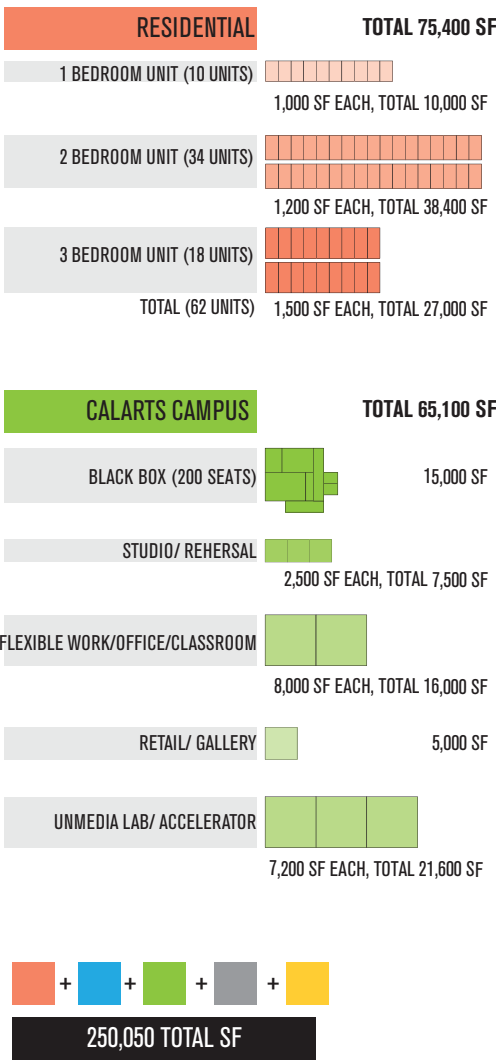
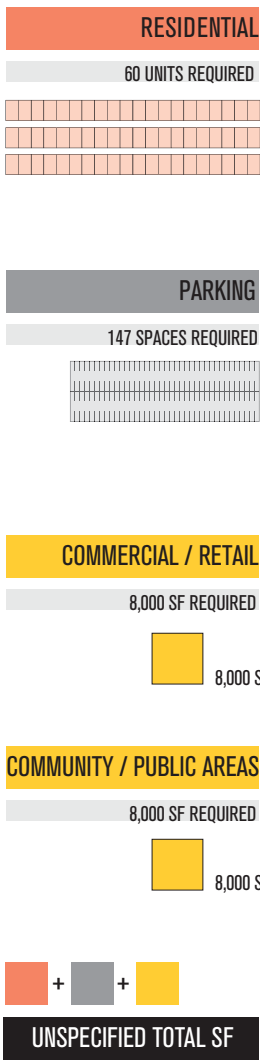


KILLEFER FLAMMANG ARCHITECTS

RFP REQUIRED PROGRAM

PROPOSED PROGRAM

SCALE COMPARISON



TOTAL AREA : 57,522.00 SF

HOLLYWOOD / WILCOX

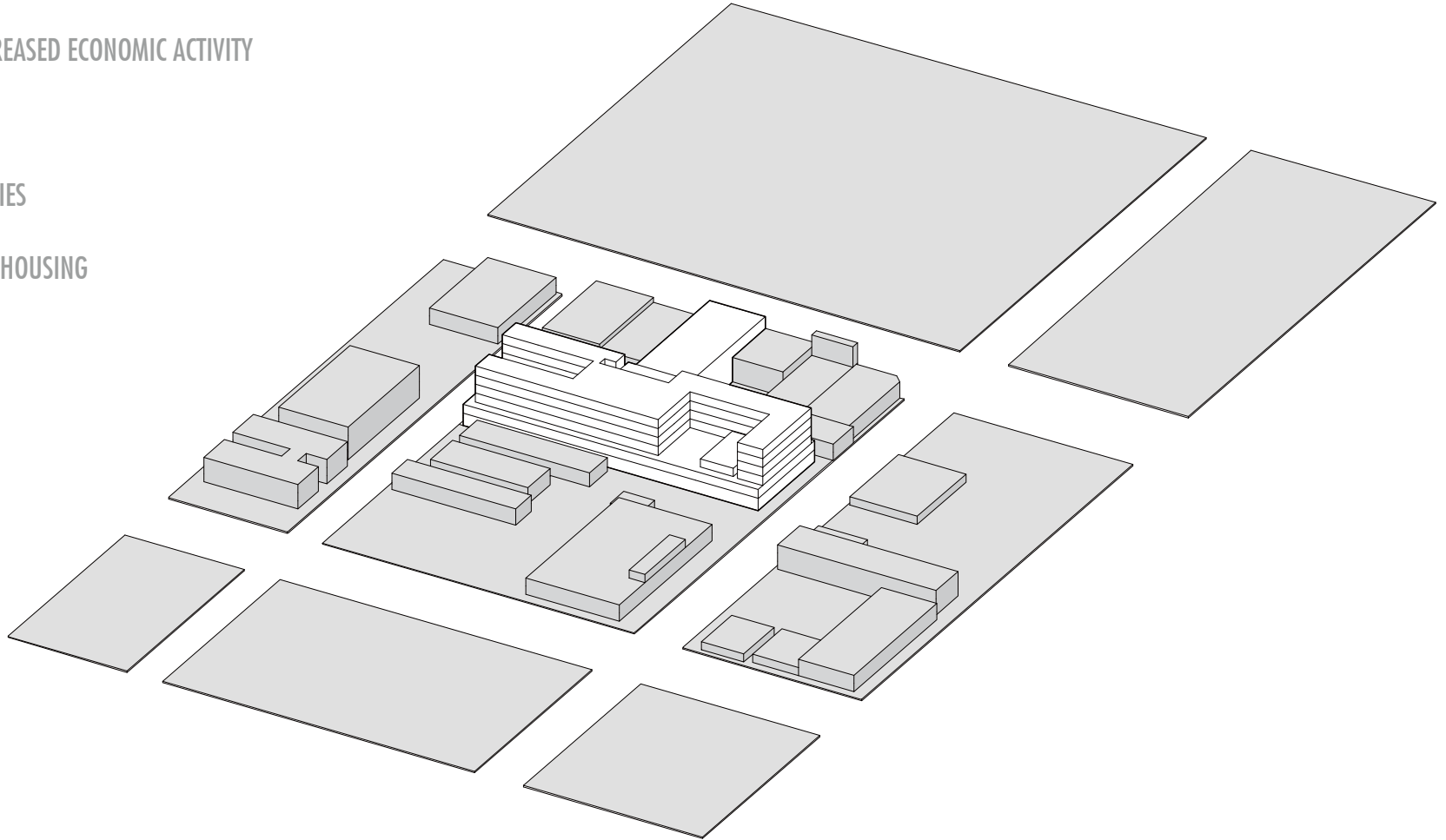
PROSPECTS :

JOB CREATION LEADING TO INCREASED ECONOMIC ACTIVITY

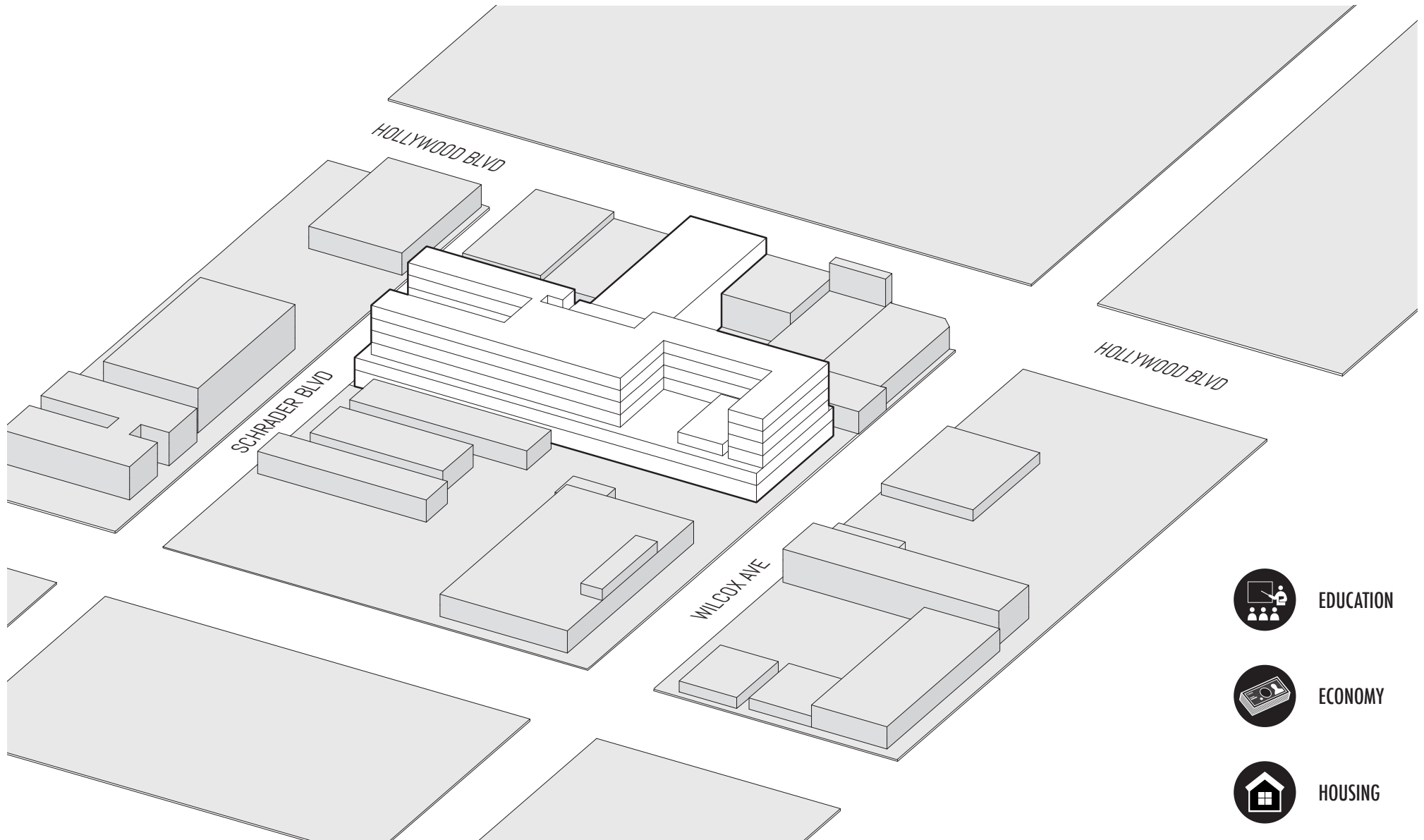
LEVERAGE INVESTMENT

EXPAND EDUCATION OPPORTUNITIES

PROVIDE QUALITY AFFORDABLE HOUSING



PROJECTS ELEMENTS



EDUCATION

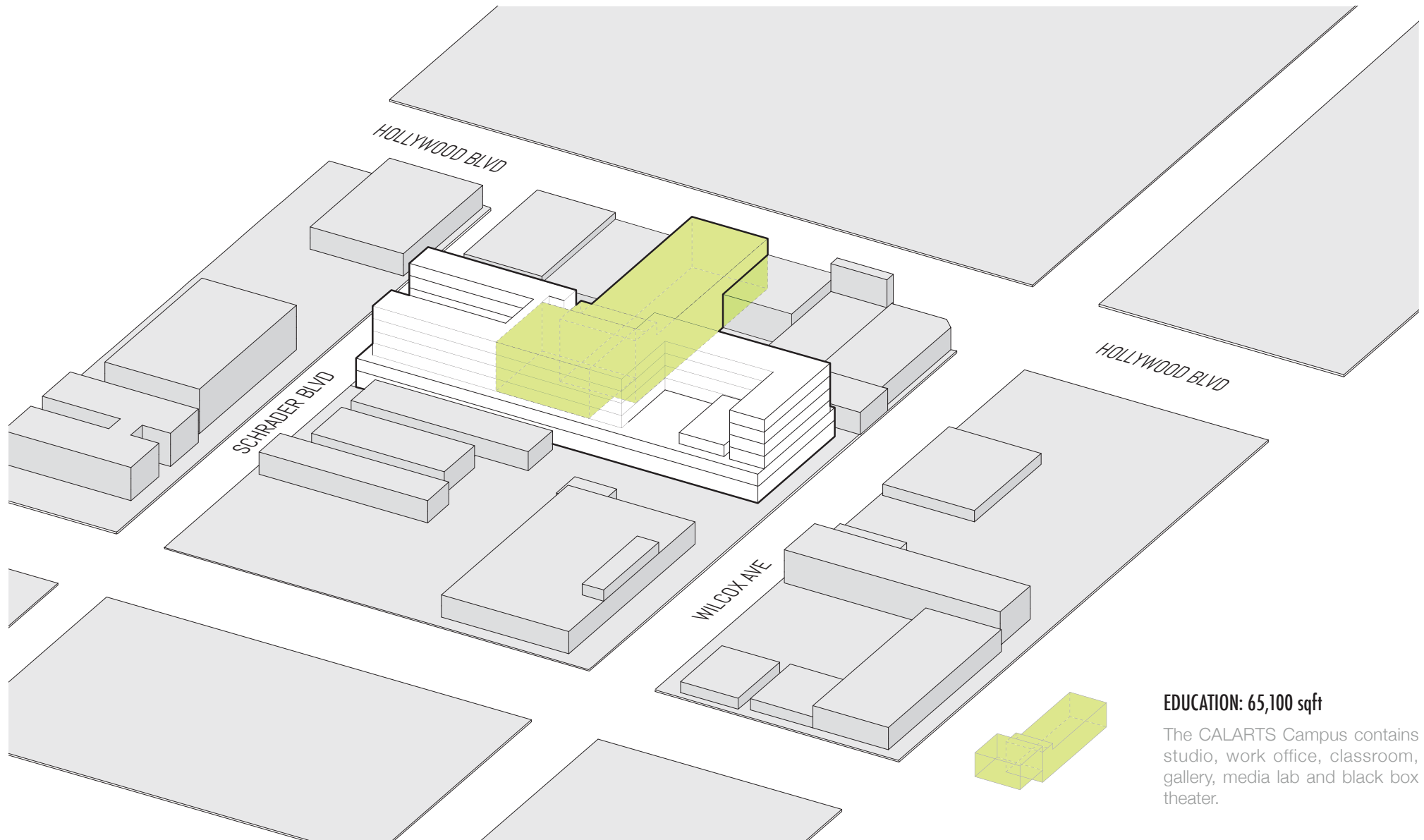


ECONOMY



HOUSING

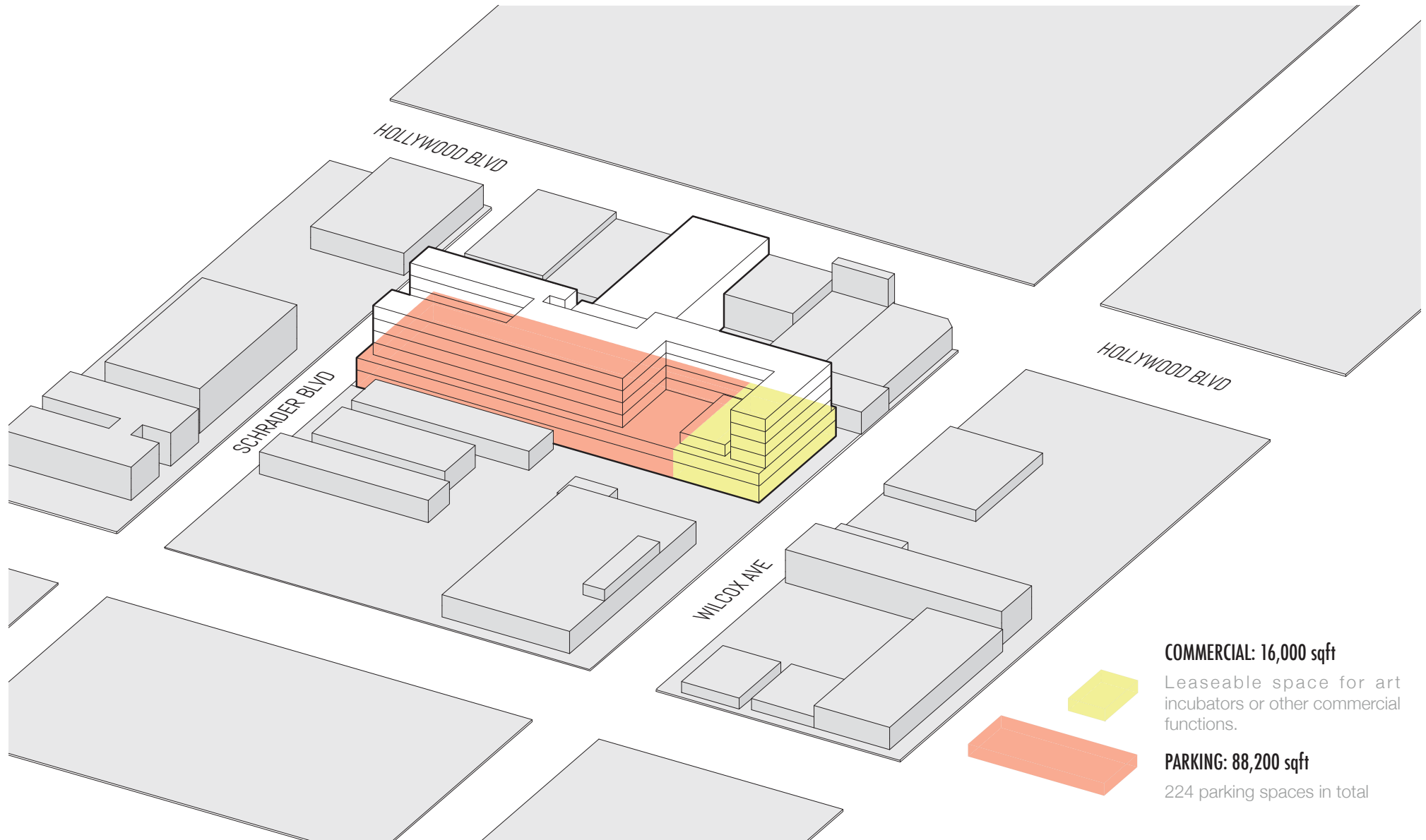
PROJECTS ELEMENTS



EDUCATION: 65,100 sqft

The CALARTS Campus contains studio, work office, classroom, gallery, media lab and black box theater.

PROJECTS ELEMENTS



PROJECTS ELEMENTS

